Appl. No. 10/722,821
Amdt. dated August 31, 2007
Amendment under 37 CFR 1.116 Expedited Procedure
Examining Group 3625

PATENT

14. (Original) The data processing and communication method of claim 13, wherein said service control system further comprises a local control system at said service claim location, and wherein said database is downloaded to said local control system from said service control system prior to said step (o).

15. (Original) The data processing and communication method of claim 1, wherein said service comprises at least one service selected from the following group: movies, concerts, cultural events (theater, opera, museums, performance art), sporting events, zoos, amusement parks, premium speaking engagements, travel tickets (airline, train, bus, ship), car rentals, hotel rooms, and parking.

16-24. (Canceled)

25-28
26-29. (Canceled)

29
30. (New) The data processing and communication method of claim 1, wherein the control system receives the selection of the service offered via a first message sent to a first phone number associated with the control system, and wherein the unique confirmation code is sent via a second message transmitted to a second phone number associated with the user.

30
31. (New) The data processing and communication method of claim 30, wherein no authentication information is sent in any message.

31
32. (New) The data processing and communication method of claim 6, wherein the at least one default preference includes whether or not the control system should request identity verification prior to processing a purchase of said service.

32
33. (New) The data processing and communication method of claim 4, further comprising:

advertising, in media or online, a keyword for specific services in order for the user to use in creating a trigger event or in selecting said service.

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33
34. (New) The data processing and communication method of claim 11, wherein the same unique confirmation code is used by the user for claiming two or more different services.

34
35. (New) The data processing and communication method of claim 1, further providing unique tag identifying the user as subscribing to a particular service and having some information linked to the unique tag identification.

35
36. (New) The data processing and communication method of claim 1, further comprising transmitting, to the user, a time until which the selected service is valid.

36
37. (New) A computer program product comprising a computer readable medium encoded with program code for controlling operation of a computer system to provide commercial services over a wireless communication network to at least one user utilizing a mobile communication device, the program code including:

    code for receiving, at a service control system, a selection of a service offered by a service provider, the service selected by the at least one user in response to a trigger event;

    code for confirming a purchase of said service by the at least one user;

    code for obtaining, by the service control system, payment for said service from the at least one user; and

    code for transmitting a unique confirmation code to the at least one user confirming purchase of said service;

    wherein, when performing at least steps (a) and (d), the service control system communicates with the mobile device using at least one of a short message service (SMS) protocol and a multimedia message service (MMS) protocol, and wherein the user does not log in to the service control system for the performance of any of steps (a)-(d) to occur.

37
38. (New) The computer program product of claim 37, wherein the program code further includes:

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code for receiving said confirmation code from the at least one user to a service representative at a service claim location when the at least one user decides to claim said purchased service

code for verifying, by the service representative using a local communication device communicating with said service control system, validity of said confirmation code; and

code providing the purchased service to the user when said confirmation code is valid.

39. (New) The computer program product of claim 38, wherein the program code further includes:

code for marking, at the service control system, the confirmation code as claimed to prevent future utilization of said confirmation code to claim said purchased service.

40. (New) The computer program product of claim 38, wherein the program code further includes code for receiving the same unique confirmation code from the user for claiming two or more different services.

41. (New) The computer program product of claim 37, wherein the program code further includes code for transmitting, to the user, a time until which the selected service is valid.

42. (New) The computer program product of claim 37, wherein the program code further includes:

code for receiving a subscription, by the at least one user, to a service program offered by said service provider prior to receiving, at a service control system, a selection of a service, wherein the at least one default preference includes whether or not the control system should request identity verification prior to processing a purchase of said service.